delivering to the user via the feedback element, proposed redesigns of the product, and

recovering information about the proposed redesigns via the feedback element.

32. The method of claim 17 further comprising electronically sharing the information from the user feedback element with a third party.

33. The method of claim 17 further comprising providing a mechanism for compensating a user for information accumulated in the feedback element.

34. The method of claim 17 further comprising providing a mechanism for buying and selling results of the analyzing step.

35. The method of claim 17 further comprising giving access to the feeback element to a third party.

36. A system for use with units of a computer product that are in use respectively by different users, the system comprising

a user interface which is part of each of the units of the computer product and provides a medium for two-way local interaction between the user and the unit of the product, the user interface including a user control for selectively enabling or disabling the user interface,

interaction scripts that are controlled by the user and mediate two-way interaction between each of the users and the corresponding unit of the product via the user interface, each of the interaction scripts causing product information and questions about use of the unit of the product to be conveyed to the user from the unit of the product and causing information and questions about usage of the unit of the product to be conveyed from the user to the product, different ones of the interaction scripts being suitable for users who are at different levels of experience or functionality in using the product,

a triggering element arranged to trigger appropriate ones of the interaction scripts between the user and the unit of the product based on usage information accumulated at the product about use of the unit of the product by the user,

an electronic communication element that carries the interaction scripts and results of triggered interaction scripts between the units of the products and one or more remote third parties,

an element that enables generation of new interaction elements based on the results of previously triggered interaction scripts occurring at more than one of the units of the product,

an authoring system for use by one or more of the remote parties for managing the content of the interaction scripts, and

an analyzer of results of triggered interaction scripts received at one or more of the remote parties from multiple users with respect to multiple products.

37. A system for managing information about a value to users of units of a computer product that are in use by the users, the system comprising

in each of the units of the computer product, a user interface which provides a medium for two-way local interaction between the user and the unit of the product,

interaction scripts that mediate two-way interaction between each of the users and the corresponding unit of the product via the user interface, each of the interaction scripts carrying information about the value to users of using the product,

a value information server accessible via a public communication network from each of the units of the computer product and by a vendor of the computer product, the value information server storing interaction scripts and the value information that results from the interaction scripts, and

a communication element that carries the interaction scripts and the information that results from the interaction scripts between the units of the products and the value information server, and between the value information server and the vendor.

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